

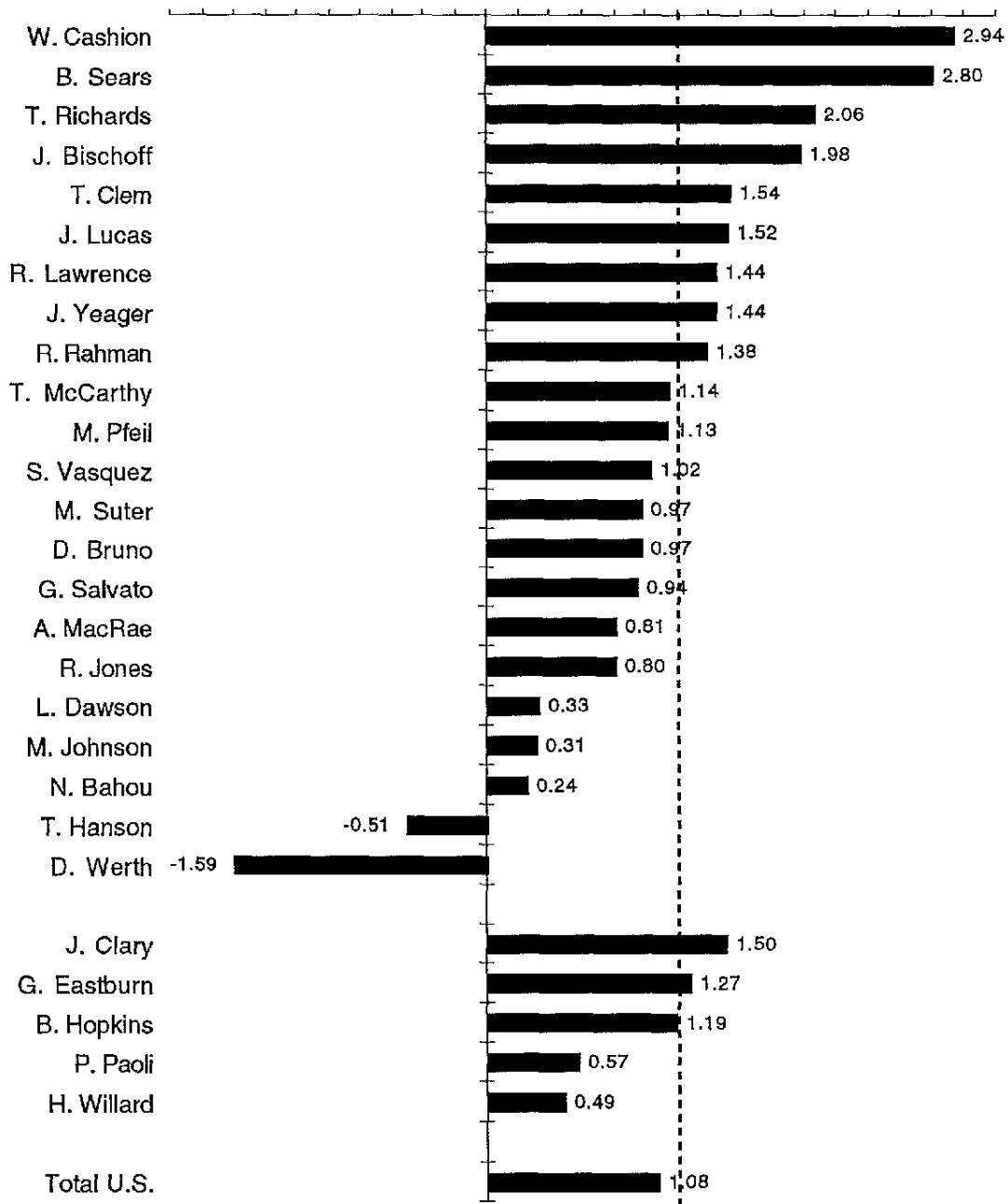
2071849825

SSD PACKAGE

Through 3/98

PHILIP MORRIS SHARE CHANGE (YTD '98 VS. FY '97)

Expectation = 1.2

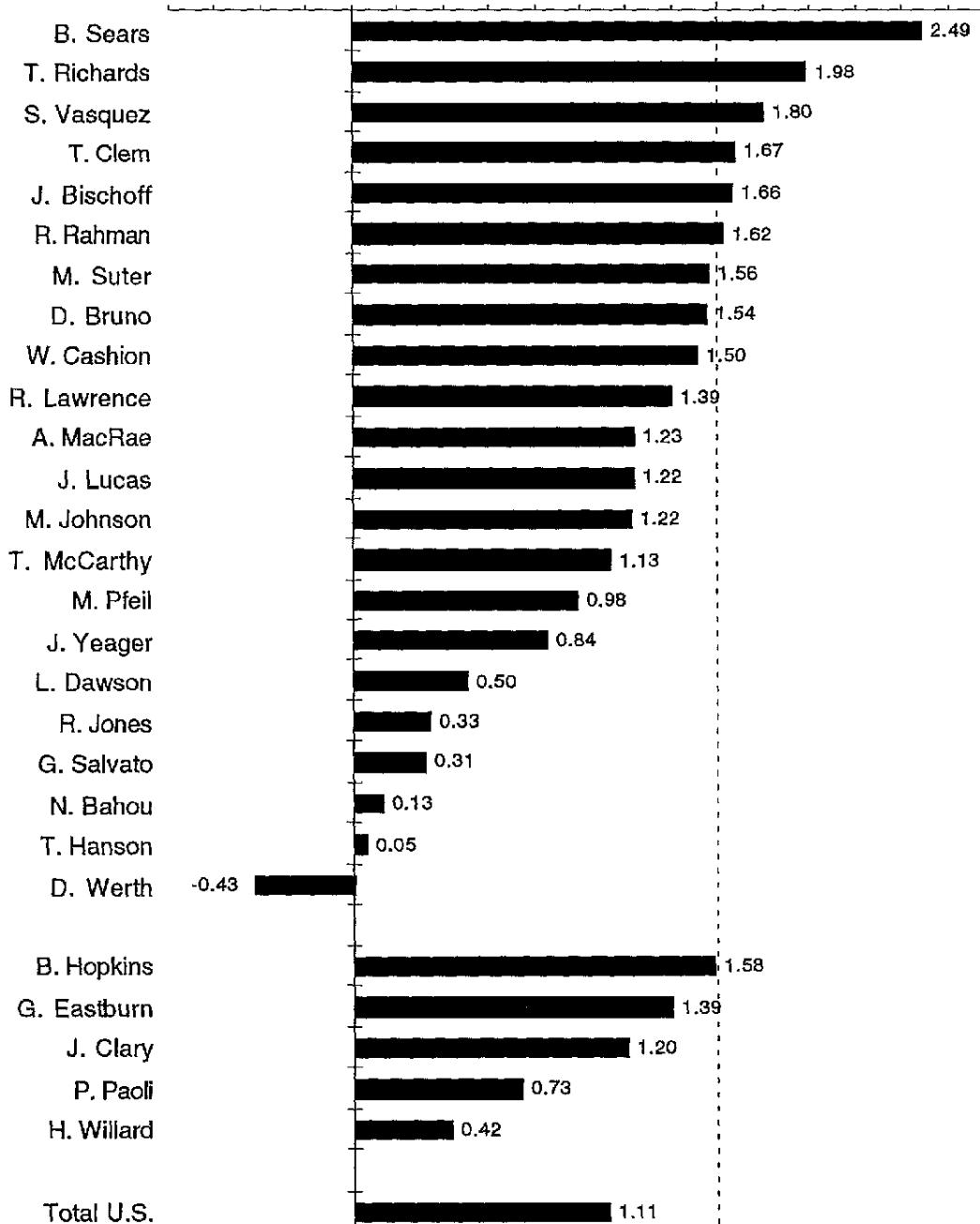


2071849826

Source: STARS as of w/e 3/28/98

PHILIP MORRIS PREMIUM - S.O.C. SHARE CHANGE (YTD '98 VS. FY '97)

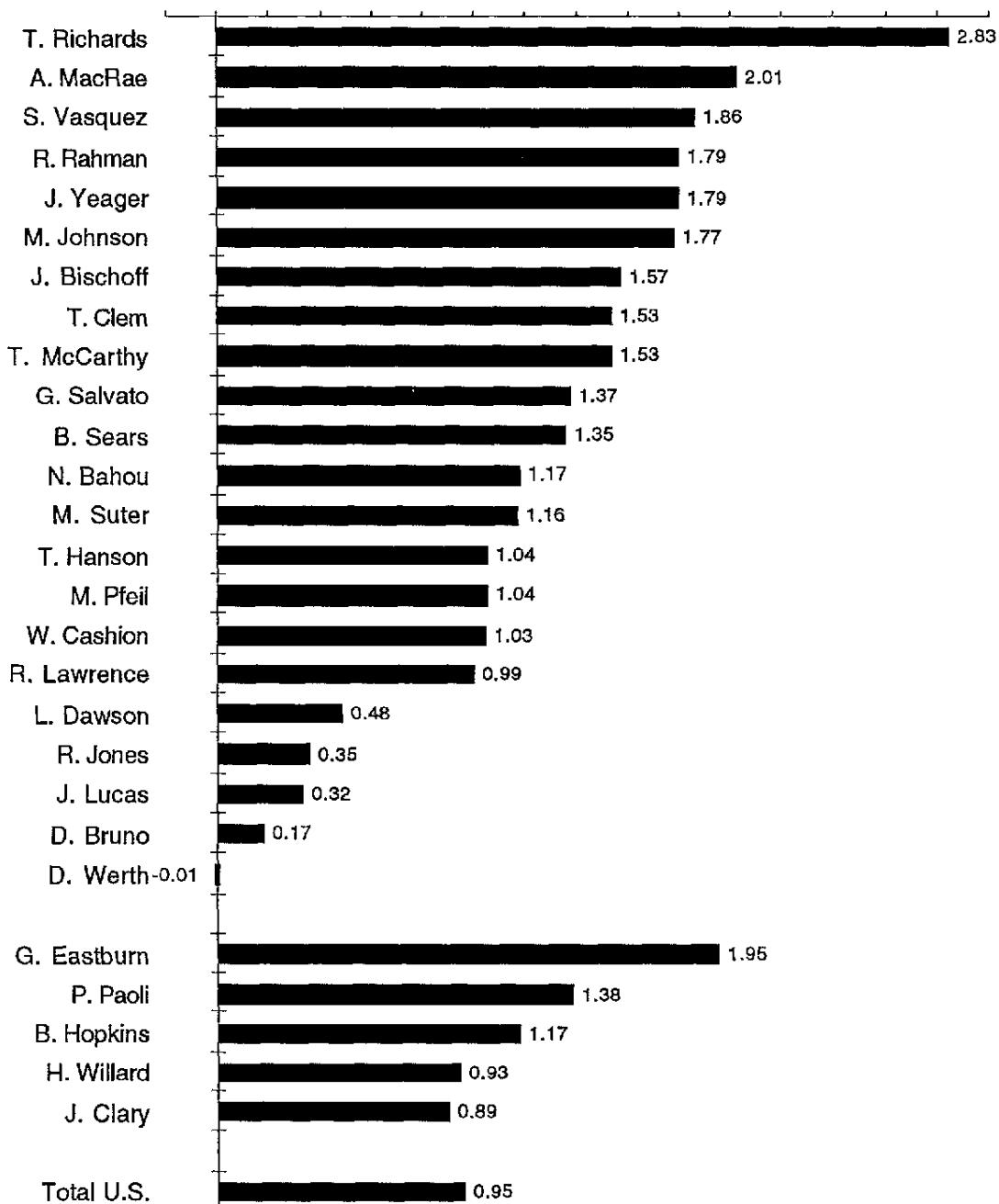
Expectation=1.6



2071849827

Source: Projected STARS as of 3/28/98

TOP 10 CHAINS PER SECTION* PM SHARE CHANGE (YTD '98 VS FY '97)

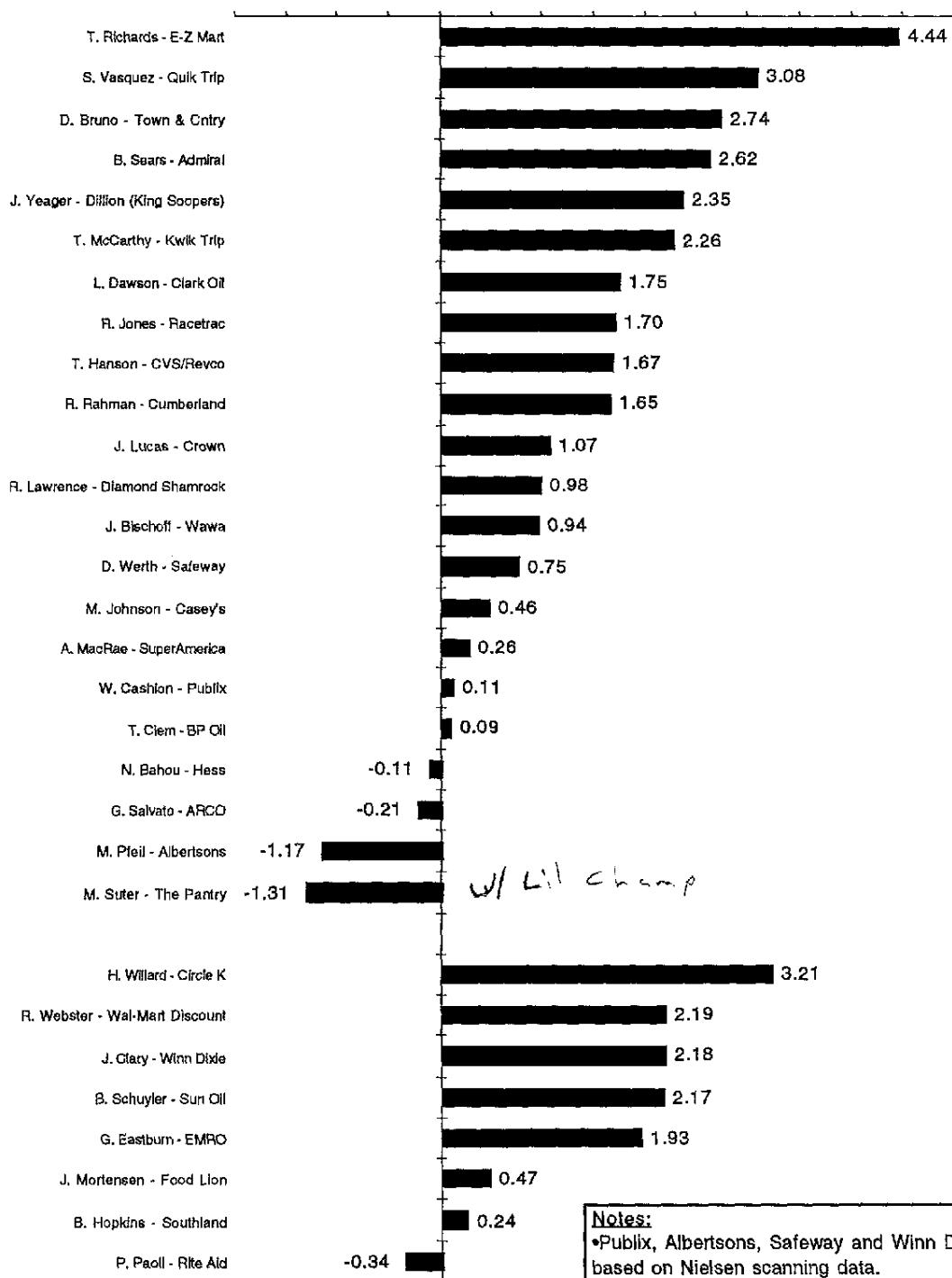


Source: STARS as of 3/28/98

* Ranking & weighting based on SPACE CPW

2071849828

LEADERSHIP ACCOUNTS SHARE CHANGE (YTD '98 VS. FY '97)



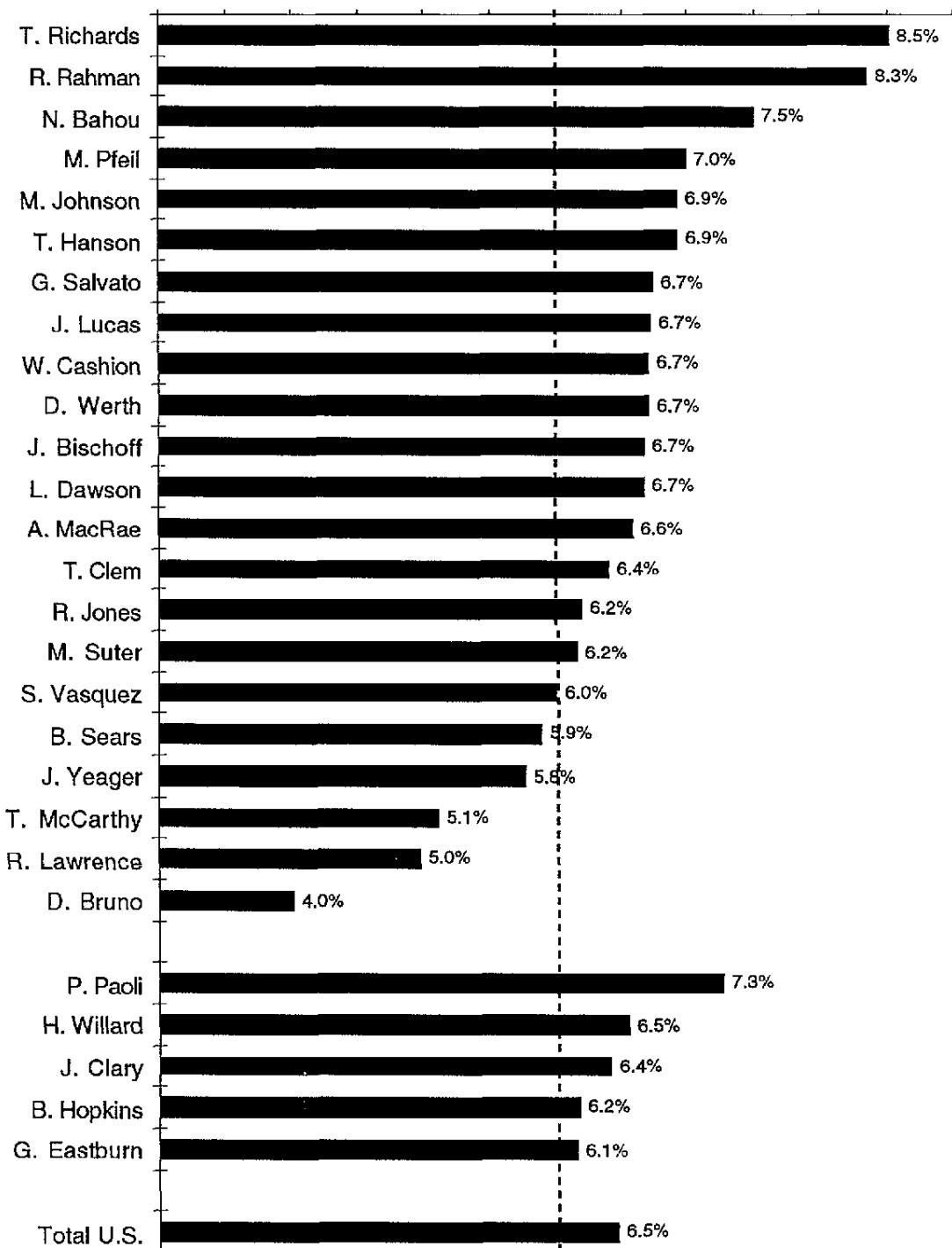
Notes:
•Publix, Albertsons, Safeway and Winn Dixie are based on Nielsen scanning data.

Sources: STARS & Nielsen as of 3/28/98

2071849829

RM NON-COMPLIANCE - % OF DOLLARS 4Q '97 & YTD 3/98

Assumption = 6.0%

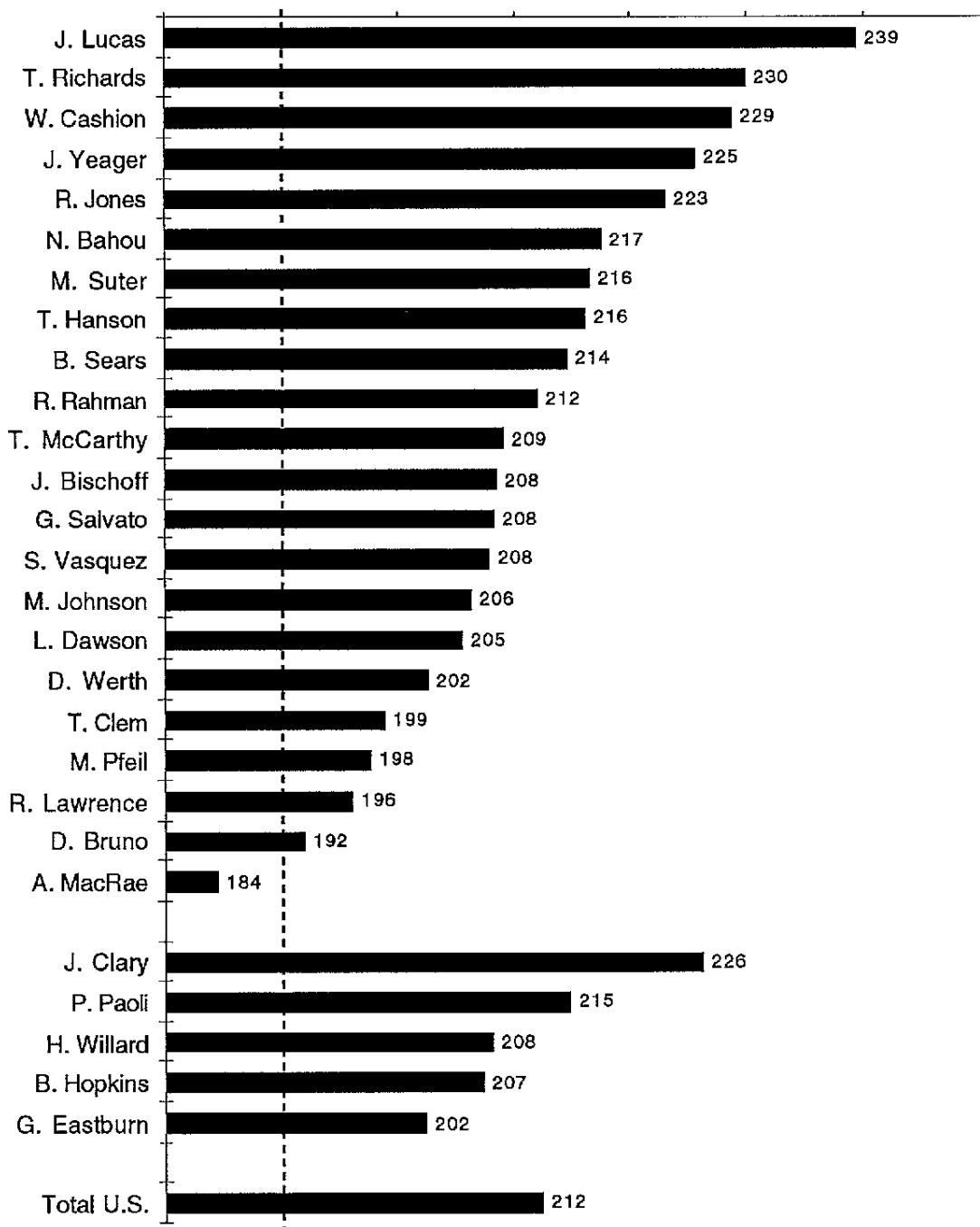


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Actual non-compliance through 4Q '97 & recorded non-compliance year-to-date '98

AVERAGE CALLS PER TSM PER CYCLE YTD 3/98

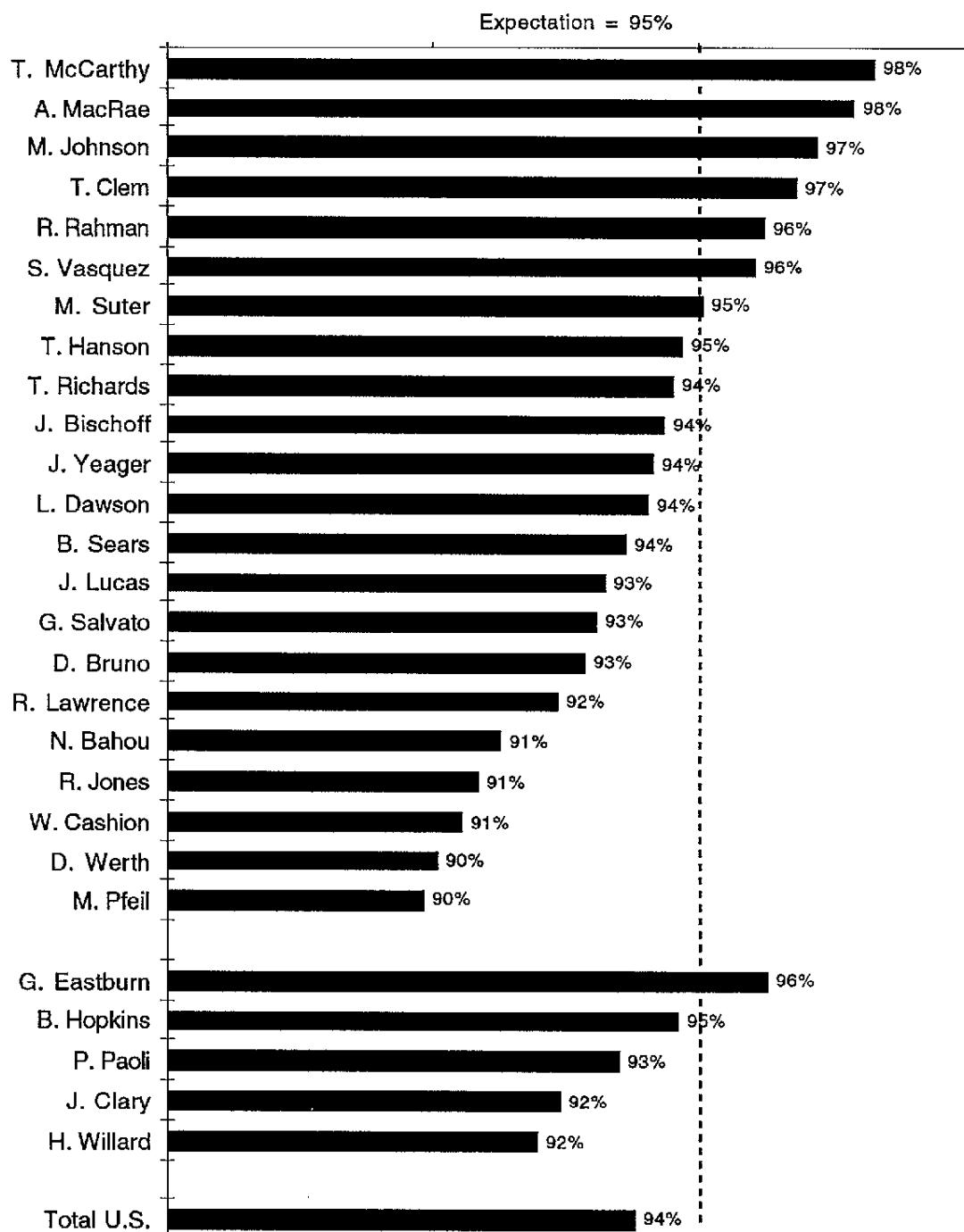
Expectation = 190



Source: SFA

2071849831

MARLBORO ULTRA LIGHTS (ANY PACKING) % OF STORES ORDERING AS OF 3/28/98

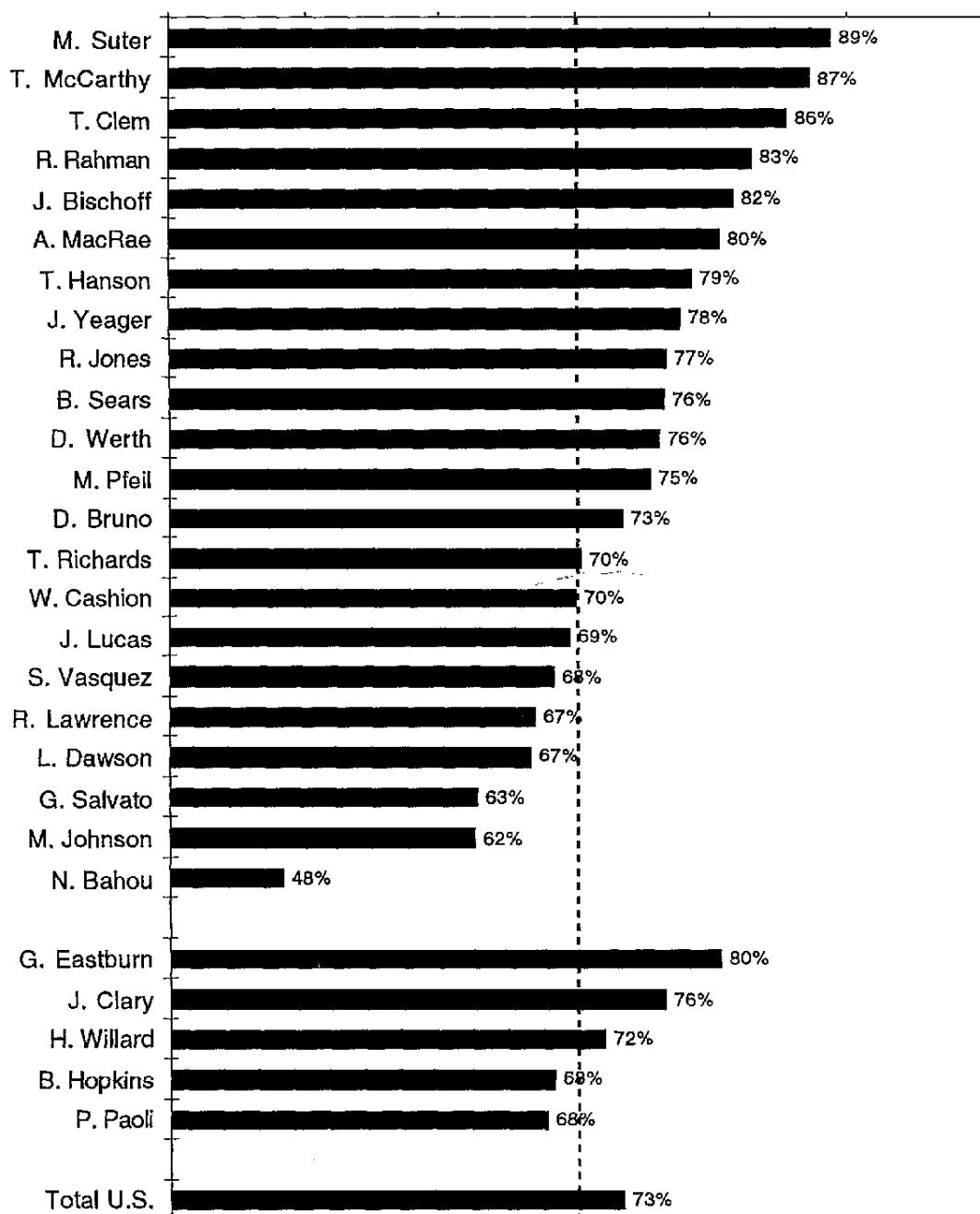


2071849832

Source: STARS Store Level Database (% of stores ordering MUL at least once since the introduction)

BASIC BOX 100'S (ANY PACKING) % OF STORES ORDERING AS OF 3/28/98

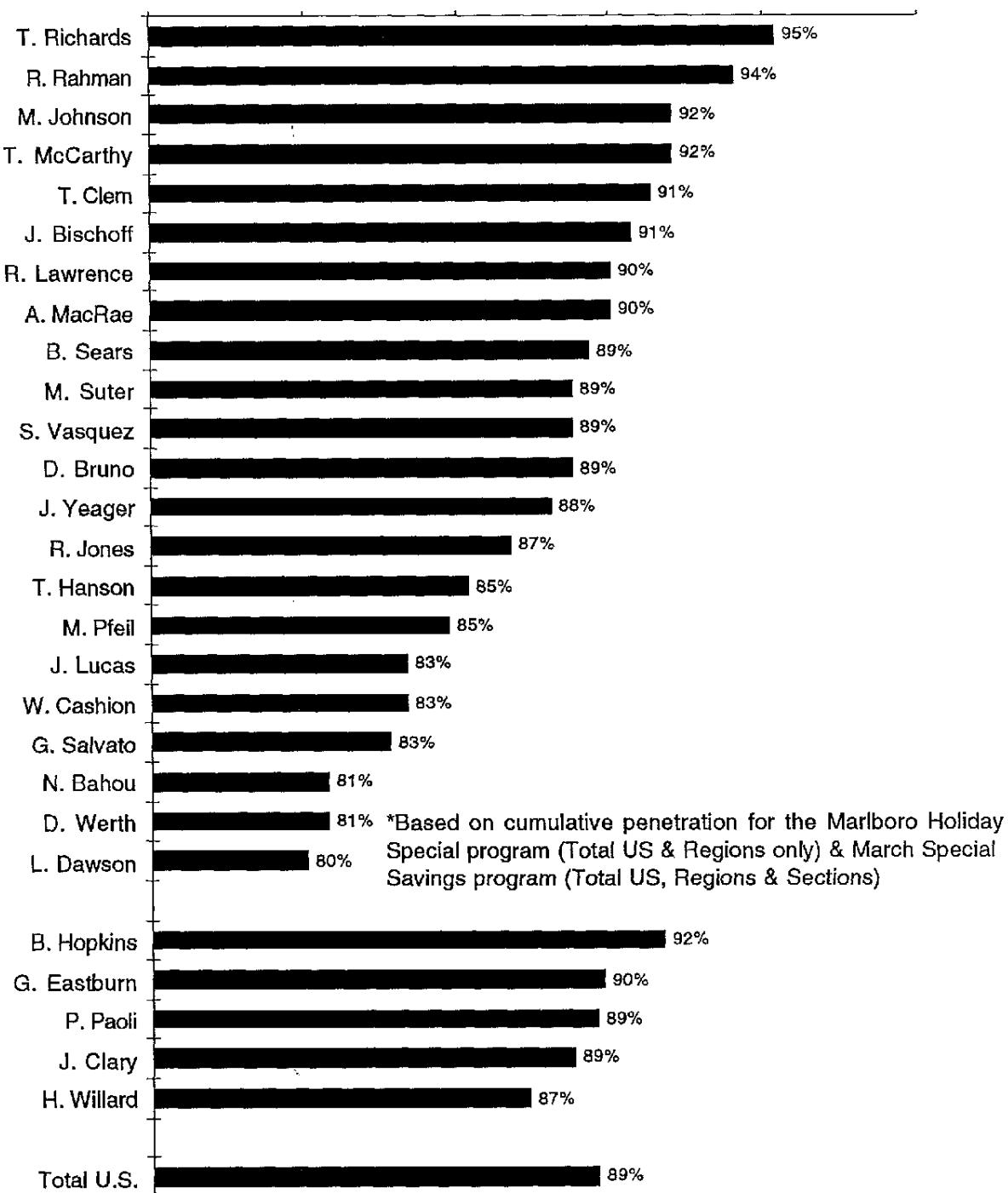
Expectation = 70%



2071849833

Source: STARS Store Level Database (% of stores ordering BB 100's at least once since intro)

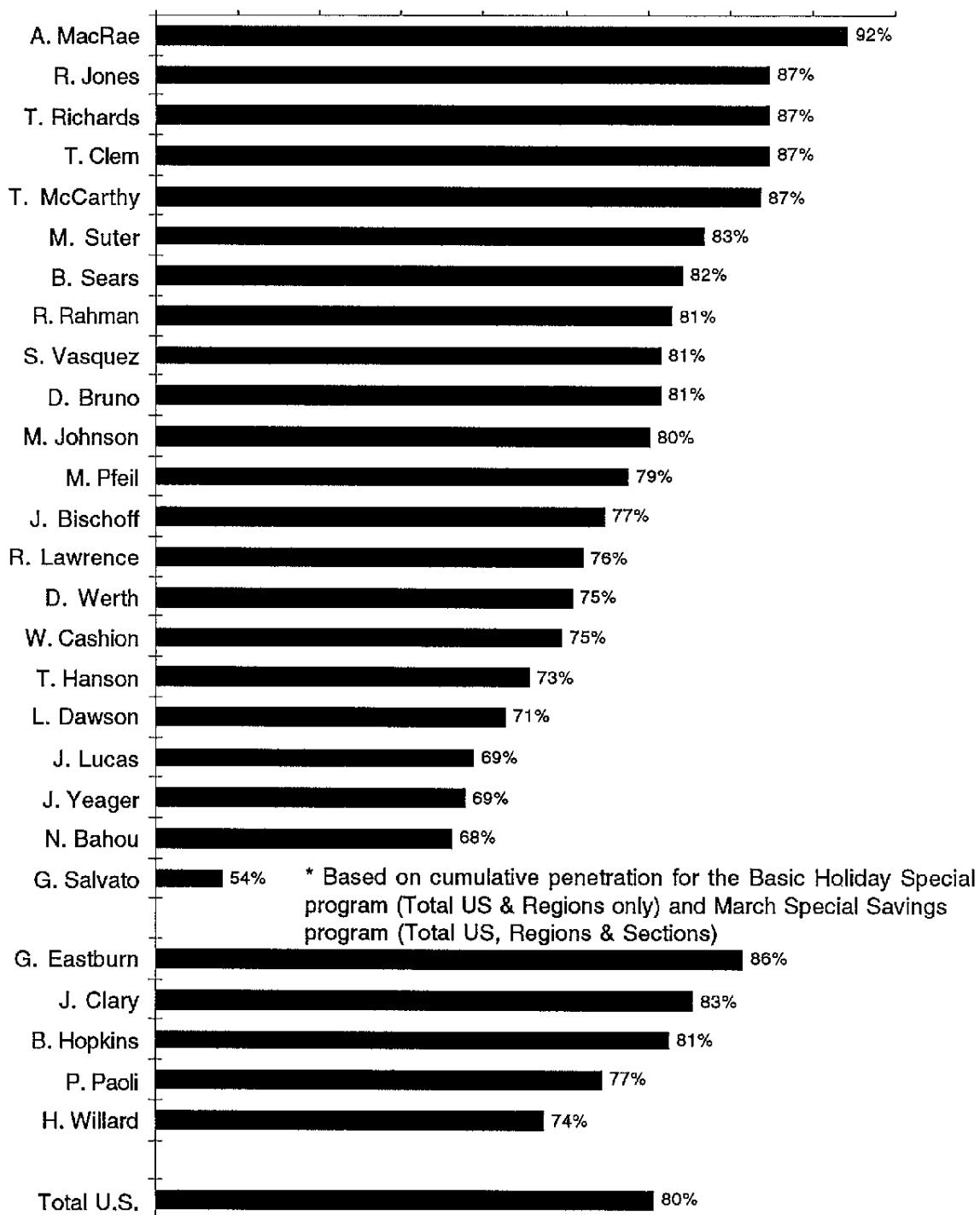
MARLBORO AVERAGE MONEY-OFF INCIDENCE YTD 3/98*



Source: STARS Store Level Database

2071849834

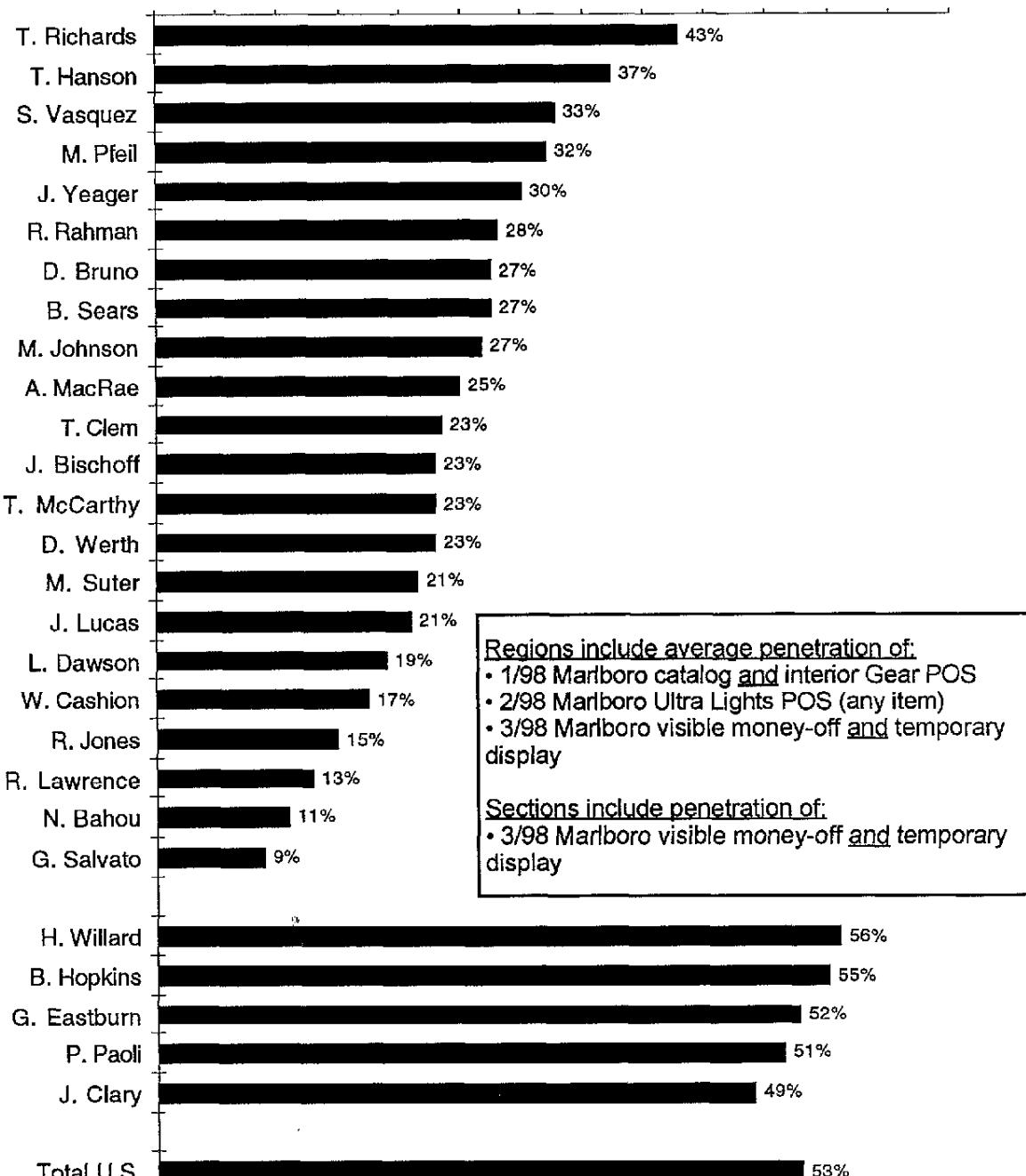
BASIC AVERAGE MONEY-OFF INCIDENCE YTD 3/98*



Source: STARS Store Level Database

2071849835

MARLBORO P.O.S. INCIDENCE YTD 3/98*



Source: STARS Store Level Database

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